

# Museum Marketing



# What Can Marketing Do?

- Marketing and strategic marketing plans can serve to achieve a museum's mission or mandate which is to collection, research, educated and to interpret historical information.
- Museum marketing is unique because museums have a mission to educate the public as well as build an audience and revenue.
- Merging a museums mission and market is at the heart of effective planning.
- With a good marketing plan, a museum can build an audience for museum programs as well as sustain the necessary revenues for delivering the museums mission in its fullest form.



# Institution's annual marketing plan...

- target key audience segments
- prioritize resources
- layout a chronological action plan
- create monitoring points
- evaluation process



**What should you consider before you write a museum marketing plan?**



# **A marketing plan is built in five steps:**

- 1. Situation Analysis**
- 2. Determining Market Opportunity**
- 3. Setting Marketing Objectives**
- 4. Strategy and Program Development**
- 5. Implementation, Monitoring, Evaluation**



But....

*Do not begin to plan before you answer  
this basic question:*



**What kind of experience does your museum offer to visitors?**



The answer is not an inventory of the museum's holdings, but a description of the activities the visitor can enjoy at the institution.





# Situation Analysis



# Situation Analysis

- Surveying the museum's current context in terms of its marketplace lays the groundwork for the future.
- First, find out about the museum's current customers.
- Asking visitors for their zip codes or sign a guest book, for example, can reveal a great deal about who goes to the museum during different periods of the year.

# Situation Analysis

Conduct an analysis that attempts to answer the following questions:

- Why do visitors come to the museum?
- Who makes the decision to come to the museum?
- When do visitors make the decision to come to the museum?

# Situation Analysis

Other Things to consider....

- *Review how various societal values influence visitor attendance*
- *Assess the economic environment*
- *Identify your competition, which can be very broad for museums*
- *The physical environment*
- Technology
- *Evaluate current marketing objectives*

# Market Opportunity



# Market Opportunity

While exploring potential audiences and evaluating your target market consider:

- age
- gender
- profession
- income level
- educational level
- residence

*“Look beyond the traditional market”*

# Setting Market Objectives



# Setting Market Objectives

1. Review the basics

2. Then get specific:

- What's the deadline for achieving various goals?
- Establish monthly and quarterly action plans.
- State the figures for the attendance and revenue goals you plan to achieve by the deadline.
- Determine how you plan to reach your target audience. If you've decided to buy weekend radio time to attract a particular market segment, for example, state that in the plan.



# Strategy and Program Development



# Strategy and Program Development

- To develop the means for carrying out the plan, return to the "museum experience".
- Based on the experience offered by a museum and the profile of its customers, determine how you will present the institution to the public.
- develop a positioning statement

# Strategy and Program Development

Once the marketing position is established,  
address the essential elements of the marketing mix:

- Product
- Price
- Promotion
- Place.

# Developing a Marketing Budget



# Developing a Marketing Budget

The budget should include.....

- staff salaries
- costs of advertising
- ad preparations
- brochures and their distribution, mailing costs, processing of brochure requests
- special event expenses
- participation in trade shows
- market research.

# Implementation, Monitoring & Evaluation



# Implementation, Monitoring & Evaluation

- The entire institution must buy into the marketing plan, from the board to the director to the staff and volunteers.
- Well informed staff and volunteer members can be enthusiastic supporters of the plan.
- Place objectives in the marketing plan to monitor performance. Objectives can include attendance, revenues, dates in the media and research schedules, special events, and market tests.

# Questions:

